

**CONTRACT**

**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

And:

**Echo Point Media**  
**Attention: Brian Schluep**  
**407 North Fulton Street**  
**Indianapolis, IN 46202**  
**USA**

<u>Contract / Revision</u> 219236 /		<u>Alt Order #</u>
<u>Product</u> Mary Ann Sullivan District 36		
<u>Contract Dates</u> 11/03/12 - 11/04/12		<u>Estimate #</u> 1748
<u>Advertiser</u> POL/Indiana Senate Democrats		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISH	<u>Account Executive</u> David Copple	<u>Sales Office</u> Indy Local Sales
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u> 612	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN461/IN13745		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WISH	11/03/12	11/04/12	Daybreak Saturday	558-9a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$250.00	0.00			
N 2	WISH	11/04/12	11/04/12	Daybreak Sunday	558-9a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$200.00	0.00			
N 3	WISH	11/04/12	11/04/12	CBS Sunday Morning	858-1030a		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$1,500.00	0.00			
N 4	WISH	11/04/12	11/04/12	News 8 @ 11 Sunday	11-1130p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$900.00	0.00			
<b>Totals</b>										0.00		4	\$2,850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/04/12	4	\$2,850.00	\$2,422.50
<b>Totals</b>	4	\$2,850.00	\$2,422.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



# Buy Detail Report

Revision #: Date: 11/2/2012 11:44 AM

**Client:** Indiana Senate Democrats **Estimate:** 1748 **Vendor:** WISH-TV **Send Billing To:** EchoPoint Media  
**Media:** TV **Description:** #30 Sullivan 11.2-11.6 TV **1950 North Meridian Street** **407 N. Fulton Street**  
**Product:** Mary Ann Sullivan District #36 **Flight Start Date:** 10/29/2012 **05:00 AM**  
**Market:** Indianapolis **Flight End Date:** 11/6/2012 **04:59 AM** **Indianapolis, IN 46202**  
**Primary Demo:** Adults 35+ **Buyer:** Laura Heape **Phone:** 317.264.8400  
**Separation between spots:** 30 **Fax:** 317.264.8401

Affiliation: CBS

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 10/29	11/5	Total Spots	Adults 35+ Rtg/CPP	Women 35+ Rtg/CPP
<b>WISH-TV</b>									
30	Sa 6:00a-9:00a	WK	\$250.00		30	1	0	2.5	2.7
	AVG. ALL WKS<							\$100.00	\$92.59
31	Su 6:00a-9:00a	WK	\$200.00		30	1	0	1.9	1.7
	DAYBRK SU MORN<							\$105.26	\$117.65
32	Su 9:00a-10:30a	WK	\$1,500.00		30	1	0	4.7	5.0
	SUNDAY MRN-CBS							\$319.15	\$300.00
33	Su 11:00p-11:34p	LN	\$900.00		30	1	0	3.2	3.8
	AVG. ALL WKS<							\$281.25	\$236.84
							<b>Total Spots:</b>	4	4
							<b>Total GRP/GIMP(000):</b>	12.3	13.2
							<b>Total CPP/CPM:</b>	\$231.71	\$215.91
<b>Total Cost:</b>			\$2,850.00						

**Signature:** \_\_\_\_\_  
Please sign & fax back for confirmation.

**Disclaimer:** SEQUENTIAL LIABILITY POLICY: Client and EchoPoint Media agree to the American Association of Advertising Agencies definition of sequential liability for payment to the media. The agency shall be solely liable for payment of all media invoices if the agency has been paid for those invoices.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> <u>WISH / INDIANAPOLIS</u>	<b>Date:</b> <u>10-31-12</u>
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I, SHANNON QUINN,  
 being/on behalf of: MARYANN SULLIVAN, a legally  
 qualified candidate of the DEMOCRATIC political  
 party for the office of: STATE SENATE  
 in the GENERAL  
 election to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See email sent on 10.21					

**Total Charges:**      \$ 12,250 GROSS

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

SULLIVAN FOR INDIANA

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

RANDALL BRUCE DYE II

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

10-31-12

Date

[Signature]

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

                      
Signature

                      
Printed Name

                      
Title